I. Community Organizing Drive

A. Coalition Building

1) Stage 1: Initiate a local coalition with the following components:

a) Environmental organizations

**i) Active**:

**ii) Potential**:

b) Labor and worker organizations

**i) Active**:

**ii) Potential**:

c) Animal welfare groups

**i) Active**:

**ii) Potential**:

d) Local farmers and producers

**i) Active**:

**ii) Potential**:

e) Public health organizations

**i) Active**:

**ii) Potential**:

2) Stage 2: Formalize coalition

a) Create committee structure

b) Establish internal communications

c) Name coalition

d) Confirm leadership roles & decision-making process

e) Draft & vote on strategic plan

f) Allocate strategic plan components / tasks to existing committees and leaders

g) Develop shared goals and outcomes for campaign

f) Secure formal endorsements from active coalition partners

g) Develop external communications strategy

3) Stage 3: Building & sustaining the coalition

a) Develop Good Food Purchasing Program (GFPP) and food system education materials

b) Develop plan for coalition co-teaching / education

c) Establish "On-boarding Committee to assist and train new allies

c) Discern engagement plan for competing policy campaigns

B. Community Engagement

1) Stage 1: Public Outreach

a) Circulate White Paper and request ally presentations

(See section I A. 1 above)

b) Prepare organizational endorsement forms

c) Prepare petition forms

d) Conduct public outreach via strategic petitioning

2) Stage 2: Institutional Outreach

a) Identify supporters:

i) within the institutions targeted for GFPP adoption
ii) among the communities the institutions serve

C. Worker Engagement

1) Stage 1: Define scope of worker engagement

a) Identify food system workers at firms that currently supply food or could supply food to target / partner institutions.

b) Identify coalition members to assist with conducting outreach to food systems workers

2) Stage 2: Worker Outreach

a) Conduct leafleting and one-on-one meetings to recruit speakers and potential leaders.

3) Stage 3: Leadership Development

a) Train engaged workers in organizing and coalition-building and understanding what the GFPP is and how it works.

b) Establish worker-based GFPP committee

c) Develop a process for workers to participate in the monitoring and enforcement of the GFPP and insert it into the policy

II. Policy Maker Engagement

A. Identify government and/or agency where GFPP can be adopted

1) Stage 1: Analyze decision makers & target / partner institutions

a) Research political affiliations of institutional decisionmakers

b) Evaluate competing policy campaigns

2) Stage 2: Select target /partnering institutions to approach

a) Present options and decide

B. Identify a local leader to champion GFPP at their institution

Stage 1) Develop campaign materials for policy makers

a) Research, Write & Publish "White Paper"

b) Develop GFPP campaign materials, handouts

Stage 2) Delegations

a) Form and train delegation teams

Stage 3) Ask # 1 – Initial baseline assessment

a) Make initial ask from potential champions (either elected or appointed) requesting institutional cooperation by collaborating with the GFPP coalition to analyzing baseline compliance with GFPP

b) Coordinate with the Center for Good Food Purchasing for implementation and baseline assessments of appropriate agency

c) Prepare report on initial baseline review

Stage 4) Request Feasibility Study (funded by sponsor or the host institution

C. Introduction of legislation or ordinance

a) Working with champion prepare strategy for engaging other decision makers

b) Hold public forums or hearings in GFPP

III. Build Capacity to Sustain a Multi-Year Campaign

A. Develop, maintain and diversify funds

1) Unrestricted Gifts & Support

a) Build expanding network of regional food justice advocates who can contribute to the campaign.

b) Hold GFPP fundraising events, on-line and in person

c) Identify businesses and non-profit organizations that may contribute or host fund raising events

2) Identify foundations and apply for funding

B. Develop, maintain and diversify campaign volunteer / activist capacity

1) Volunteer Training

a) Identify Food System & Food Justice Conferences and Trainings

2) Establish food justice internship with local university